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**Peterson named 2020 Chamber Connector Award recipient**

WILLISTON, N.D. – The City of Williston would like to congratulate Barb Peterson of Williston Economic Development (WED) for receiving the Williston Area Chamber of Commerce 2020 Chamber Connector Award!

Peterson, WED’s Marketing and Business Development Coordinator, was recognized in a virtual awards ceremony that premiered earlier on Friday, February 12 at noon.

The Chamber Connector Award recognizes someone who best represents the values of networking and connecting Chamber membership with the community. This individual stands out as an ambassador for the Chamber and the Williston Area, participates in Chamber events, and adopts the Chamber’s principles throughout the community.

“We are so honored to present Barb Peterson with this award,” emphasized Rachel Richter Lordemann, Williston Area Chamber of Commerce president. “Barb is an outstanding Chamber partner; as an ambassador she is a fixture at ribbon cuttings and events and helps us welcome and celebrate our members. She connects businesses through Economic Development with the Chamber and is a great promoter of Chamber events, programs, and our shop local efforts.”

“She brings positivity, creativity and wonderful guidance to us at the Chamber and we always enjoy working together!”

When asked about receiving the award, Peterson explained that she was both surprised and humbled to be honored by the Chamber.

“I have served as a Chamber Ambassador for the past several years and enjoy celebrating the ribbon cuttings and grand openings of businesses in Williston,” added Peterson “It’s fun to be a part of a group that supports new and existing businesses in the Williston area!”

Peterson joined WED on March 1, 2010, working part-time to write, edit, and produce the Williston Wire, an online newsletter about economic development in the Williston area.

She transitioned full-time as WED’s Marketing Coordinator and since January 15, 2021, has taken on her new role as Marketing and Business Development Coordinator.

Peterson will continue to oversee WED's strategic marketing plan, social media management, news releases, and the Williston Wire, but will also develop a lead generation program to recruit restaurants and retailers, implement an existing business expansion program, and build relationships with local stakeholders.

"I enjoy working with everyone in our department and the new and existing small business owners in Williston," stated Peterson. "It's very rewarding work."

For more information on this story, please contact Barb Peterson at 701.577.8110 or [barbp.ci.williston.nd.us](mailto:barbp.ci.williston.nd.us), or visit the Center for Development at 113 4<sup>th</sup> Street East.

Follow Williston Economic Development on Facebook, Instagram, and LinkedIn (@willistoneconomicdevelopment), Twitter (@WillistonEcon), and YouTube (@willistonwire).

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PHOTO: Barb Peterson (left) with Rachel Lordemann (right); Barb Peterson with award.

View release online at [www.cityofwilliston.com](http://www.cityofwilliston.com).

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